

What is Claimed is:

1. A method for displaying copies of literature in a literature rack, the method comprising:
storing the copies consecutively in the literature rack such that a front or rear face of each copy is directed toward a front of the literature rack;
and

advancing remaining copies toward the front of the literature rack as each copy is removed from the literature rack, wherein an adjacent copy is advanced into a position previously occupied by the removed copy.

2. The method of claim 1 further comprising modifying the literature rack with a rack insert configured to advance the copies toward the front of the literature rack.

3. The method of claim 1 wherein storing the copies further comprises providing a ramp upon which the copies sit, wherein the ramp has a slope that causes the copies to tilt backward from the front of the literature rack.

4. The method of claim 1 wherein storing the copies further comprises lifting a front copy by an increment.

5. The method of claim 2 further comprising securing the rack insert using an interference fit.

6. The method of claim 1 wherein advancing the copies further comprises providing a back plate that is spring loaded to move forward to advance the copies.

7. The method of claim 1 wherein advancing the copies further comprises providing multiple energy storage devices that act in parallel to advance the copies.

8. The method of claim 1 further comprising providing a first signage card that advances to the front of the literature rack when all of the copies have been removed.

9. The method of claim 1 further comprising providing a second signage card disposed substantially above the copies.

10. Apparatus for displaying copies of literature comprising:

a rack configured to store the copies consecutively in the rack such that a front or rear face of each copy is directed toward a front of the rack; and

a self-advancing back plate disposed within the rack that is resiliently biased to press the stored copies toward the front of the rack, wherein the back plate is configured to advance remaining copies toward the front of the rack as each copy is removed from the rack; and

a sloped ramp configured to support the copies and to tilt the copies backward from the front of the rack.

11. The apparatus of claim 10 wherein the back plate and the ramp are disposed on a rack insert that is configured to be installed into the rack.

12. The apparatus of claim 10 further comprising a lifting portion disposed on the sloped ramp that lifts a front copy by an increment.

13. Apparatus for displaying copies of literature comprising:

a rack configured to store the copies consecutively in the rack such that a front or rear face of each copy is directed toward a front of the rack; and

a self-advancing back plate disposed within the rack that is resiliently biased to press the stored copies toward the front of the rack, wherein the back plate is configured to advance remaining copies toward the front of the rack as each copy is removed from the rack; and

a lifting portion that lifts a front copy by an increment above the alignment of the other copies.

14. The apparatus of claim 13 wherein the back plate and the lifting portion are disposed on a rack insert that is configured to be installed into the rack.

15. Apparatus for displaying copies of literature comprising:

a rack configured to store the copies consecutively in the rack such that a front or rear face of each copy is directed toward a front of the rack; and

a self-advancing back plate disposed within the rack that is resiliently biased to press the stored copies toward the front of the rack, wherein the

back plate is configured to advance remaining copies toward the front of the rack as each copy is removed from the rack; and.

an energy storage device that provides the resilient bias of the back plate.

16. The apparatus of claim 15 wherein the energy storage device is a spring.

17. The apparatus of claim 15 wherein multiple energy storage devices are configured in parallel to provide the resilient bias of the back plate.

18. The apparatus of claim 15 further comprising a support plate that engages a rear of the back plate.

19. The apparatus of claim 15 wherein the back plate moves on a ramp to advance the remaining copies forward.

20. The apparatus of claim 19 wherein the back plate is provided with slots that enclose the ramp to provide secure movement of the back plate.

21. The apparatus of claim 18 wherein slots are provided on the support plate to allow an extended spring to pass through the support plate.

22. The apparatus of claim 15 wherein the back plate and the energy storage device are disposed on a rack insert that may be installed into the rack.

23. Apparatus for displaying copies of literature comprising:

a rack insert configured to be securely attached to a rack that stores the copies consecutively in the rack such that a front or rear face of each copy is directed toward a front of the rack, the rack insert having a self-advancing back plate that is resiliently biased to press the copies of literature toward a front of the rack, and wherein the back plate is configured to advance remaining copies toward the front of the literature rack as each copy is removed from the literature rack.

24. The apparatus of claim 23 wherein the rack insert is securely attached to the rack by an interference fit.

25. The apparatus of claim 24 further comprising an interference bar disposed on the rack insert configured to secure the rack insert by engaging a portion of the rack.

26. Apparatus for displaying copies of literature comprising:

a rack configured to store the copies consecutively in the rack such that a front or rear face of each copy is directed toward a front of the rack; and

a self-advancing back plate disposed within the rack that is resiliently biased to press the stored copies toward the front of the rack, wherein the back plate is configured to advance remaining copies toward the front of the rack as each copy is removed from the rack; and

a signage card that advances to the

front of the rack when all of the copies have been removed.

27. The apparatus of claim 26 wherein the signage card includes information relating to the copies of literature.

28. The apparatus of claim 26 wherein the signage card includes restocking instructions to a merchant.

29. Apparatus for displaying copies of literature comprising:

a rack configured to store the copies consecutively in the rack such that a front or rear face of each copy is directed toward a front of the rack; and

a self-advancing back plate disposed within the rack that is resiliently biased to press the stored copies toward the front of the rack, wherein the back plate is configured to advance remaining copies toward the front of the rack as each copy is removed from the rack; and

a signage card disposed substantially above the back plate that is capable of being viewed above the copies.

30. The apparatus of claim 29 wherein the signage card includes information relating to the copies of literature.

31. The apparatus of claim 29 wherein the signage card includes advertisements.